

Message Text

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PAGE 01 ROME 00575 141651Z

64

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

----- 095537

R 141628Z JAN 76

FM AMEMBASSY ROME

TO SECSTATE WASHDC 5115

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

AMCONSUL MILAN UNN

AMCONSUL NAPLES UNN

AMCONSUL PALERMO UNN

AMCONSUL TURIN UNN

U.S. TRADE CENTER, MILAN UNN

UNCLAS ROME 0575

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: ITALY FY 76 COUNTRY COMMERCIAL PROGRAM - SECOND

QUARTERLY REPORT

REF: A) 74 STATE 280182, B) 75 STATE 277484

1. ALL ACTIONS COMPLETED BY DECEMBER 31 WITH FOLLOWING DEPARTURES:

-- CAMPAIGN NO. 1. ITEM 4. NOT YET RECEIVED DESPITE REF B.

-- CAMPAIGN NO. 2. ITEM 4. PRESS PACKAGE NOT YET RECEIVED.

-- CAMPAIGN NO. 3. ITEM 6. 11 VICE TWENTY DISTRIBUTOR/AGENT
ARRANGEMENTS MADE; PROJECTED SALES 3.6 MILLION VICE FIVE MILLION
DOLLARS; SALES LEADS 2 1/2 TIMES TARGET.

-- CAMPAIGN NO. 5 ITEM 13. PROJECTED SALES 1.1 MILLION VICE

2.1.

-- CAMPAIGN NO. 7. ALTHOUGH ITEM 5 DROPPED AS CCP ENTRY,
MULTICOMPANY BSP "WEEKKEND USA" GENERATED ONE MILLION DOLLARS
PROJECTED SALES THROUGH 27 PARTICIPANTS; 26 PTO'S DEVELOPED;
PRESS PACKAGE NOT RECEIVED.

-- CAMPAIGN NO. 8. ADDITION TO MAJOR PROJECTS CAMPAIGN
CONSISTS OF DIRECTING GOI STATE POWER MONOPOLY (ENEL) TOWARD
US FIRMS FOR 23-30 MILLION DOLLAR PROJECT BUILD 8 REGIONAL
ENERGY SYSTEM MONITORING CENTERS AND ONE CENTRAL UNIT FOR ITALY.

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-- CAMPAIGN NO. 9. ONE FOREIGN-BUYER TOUR GROUP ORGANIZED BY

VISIT USA COMMITTEE; GENOA BICENTENNIAL ORGANIZING COMMITTEE
PLANNING CHARTER FLIGHTS TO US, 4,000 BROCHURES DISTRIBUTED.
VOLPE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976ROME00575
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760014-0472
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Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1976/newtext/t19760158/aaaabzik.tel
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Review Markings:

Margaret P. Grafeld
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04 MAY 2006

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